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ABSTRACT

This three-part report summarizes methodology and findings of three recruitment and retention studies conducted by the Bronx Community College (BCC) during 1979-1980. Part I examines a survey of enrolled students conducted to determine student attitudes toward BCC, the services that were most in demand, the reasons for attending BCC, and student ratings of 14 services provided on campus. This section includes the survey questionnaires and an item-by-item presentation of findings based on approximately 400 responses. Part II discusses a mail survey of selected 1979 Bronx high school graduates conducted to determine the reasons why students selected a City University of New York unit other than BCC, and to determine why students assigned to BCC by the University Applications Processing Center did not enroll. Findings, based on 493 responses, are presented as they relate to the adequacy of BCC's academic program, the overall reputation of the college, the convenience of its location, the lack of information about BCC, and the personal problems which prohibited enrollment. Finally, Part III examines a telephone survey conducted to determine the future educational plans of Bronx area residents and to ascertain their familiarity with BCC's location, admissions and degree requirements, and academic programs. Survey data, based on 600 completed calls, are analyzed by sex, ethnicity, and marital status. (JP)

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THREE RECRUITMENT AND RETENTION SURVEYS

Spring, 1980

I. Student Opinion Survey (in two parts)

II. Survey of Bronx Applicants to C.U.N.Y., Fall, 1979 (in two parts)

III. Community Needs Assessment and College Image Survey for the Bronx

Office of Institutional Research
June, 1980

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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I. The Student Opinion Survey

This survey was administered to currently enrolled students during April, 1980. Its objective was to learn how enrolled students perceived the college, what problems they faced and how they sought to solve them, and what recommendations they would make to improve the College and to facilitate their progress. Items were derived from previous B.C.C. student surveys, from members of the Retention Survey Committee, and from student input.

In order to encroach as little as possible into instructional time, the survey was divided into two entirely different parts, Form A and Form B, each of which could be administered to a class in less than 15 minutes.

The sample of sections for each Form was carefully selected to be as representative as possible in terms of ethnic groups, sex, and curriculum. Particiipation was deliberately weighted in favor of students who had completed at least one full semester at B.C.C. The degree of representativeness actually achieved was surprisingly good in view of the fact that instructors of sections selected for the sample were allowed to exercise a veto over the participation of their sections in the survey. Ninety percent of the sections selected for the samples were ultimately included in the study.

The sample sizes finally achieved were as follows:
Form A (350±), Form B (450±).

STUDENT OPINION SURVEY

First half: "Form" A

Office of Institutional Research

Spring, 1980

Directions for Part I.

Items A to L in Part I are statements about B.C.C. Read each one and indicate the degree of your agreement or disagreement by writing the NUMBER on the little line in the right hand column which corresponds to the number of the answer you select. PLEASE NOTE that sometimes "Strongly Agree" IS ON THE LEFT SIDE, with the number 1, but that sometimes "Strongly Agree" IS ON THE RIGHT SIDE, with the number 5. Therefore, you must pay careful attention to the direction of your answer scale. It changes.

Look at the example below. Since you would Strongly Agree with this statement, and Strongly Agree is numbered 1 in this case, the number 1 has been written-in on the line for the example in the right hand column.

		Write the number of your answer in this Answer Column. →
Example: You are now a student at BCC	Strongly Agree 1 / Agree 2 / Not Sure 3 / Dis-agree 4 / Strongly Disagree 5	1 (66)
Part I		
A. Most instructors care about their teaching and their students	Strongly Agree 1 / Agree 2 / Not Sure 3 / Dis-agree 4 / Strongly Disagree 5	(1)
B. Library materials and services are adequate	Strongly Disagree 1 / Dis-agree 2 / Not Sure 3 / Agree 4 / Strongly Agree 5	(2)
C. An increase in cost to you of $100 per year might make it necessary for you to leave college.	Strongly Disagree 1 / Dis-agree 2 / Not Sure 3 / Agree 4 / Strongly Agree 5	(3)
D. Counselors are generally available to help students	Strongly Agree 1 / Agree 2 / Not Sure 3 / Dis-agree 4 / Strongly Disagree 5	(4)
E. The use of alcohol or drugs by other students on the campus is preventing you from doing your best work at BCC	Strongly Agree 1 / Agree 2 / Not Sure 3 / Dis-agree 4 / Strongly Disagree 5	(5)
F. When you entered BCC you had a definite idea of the career or profession you wished to study for	Strongly Agree 1 / Agree 2 / Not Sure 3 / Dis-agree 4 / Strongly Disagree 5	(6)
G. Required books are usually available at the bookstore when needed.	Strongly Disagree 1 / Dis-agree 2 / Not Sure 3 / Agree 4 / Strongly Agree 5	(7)
H. Books are sometimes not used for courses, although they were required to be purchased.	Strongly Agree 1 / Agree 2 / Not Sure 3 / Dis-agree 4 / Strongly Disagree 5	(8)
I. The college needs more instructors from minority groups.	Strongly Disagree 1 / Dis-agree 2 / Not Sure 3 / Agree 4 / Strongly Agree 5	(9)
J. BCC is preparing you adequately for your future career or profession.	Strongly Disagree 1 / Dis-agree 2 / Not Sure 3 / Agree 4 / Strongly Agree 5	(10)
K. The registration process works reasonably well now	Strongly Agree 1 / Agree 2 / Not Sure 3 / Dis-agree 4 / Strongly Disagree 5	(11)
L. Faculty are generally concerned about their students.	Strongly Disagree 1 / Dis-agree 2 / Not Sure 3 / Agree 4 / Strongly Agree 5	(12)

Form A

Part II WRITE THE NUMBER OF YOUR ANSWER IN THE COLUMN AT THE RIGHT.	Answer Column
A. When you enrolled in BCC did you already have the intention of transferring out before graduating from BCC? 1.Yes 2.No If "Yes", why_____	(13)
B. How helpful was the academic or curriculum advisement provided by counselors during you first semester at BCC. 1.Not helpful 2.Of limited help 3.moderately helpful 4.very helpful 5.can't say or not sure	(14)
C. Do you think you might leave BCC before you graduate? 1.Yes 2.Possibly 3.No If you selected "Yes" or "Possibly", what would be the reason you might leave?_____	(15)
D. Were you enrolled in an SPD section during your first semester at BCC? 1.Yes 2.No	(16)
E. If you have attended BCC for more than one semester, how helpful was the academic or curriculum advisement provided by instructors after your first semester? 1.not helpful 2.of limited help 3.moderately helpful 4.very helpful 5.can't say or not sure	(17)
F. Which statement, in your opinion, best describes the relationships among the ethnic groups at BCC? 1.they get along very well 2.they get along well 3.they tolerate each other 4.they ignore each other 5.there is some hostility among the groups	(18)
G. Are you now in the curriculum you want to be in? 1.Yes 2.No 3.Not sure. If "No", what curriculum do you want to be in?_____	(19)
H. Have you ever taken a course mainly to meet credit requirements for financial aid? 1.Yes 2.No	(20)
I. If you answered "Yes" to the previous question, did taking the course cause you to earn lower grades than you might have if you didn't take the course? 1.Yes 2.No	(21)
J. Have you ever taken a course you did not want or need because all sections of a course you wanted were closed? 1.Yes 2.No If "Yes", name the course which was closed_____	(22)
K. Would you take classes on Saturday if classes you needed were given on Saturday? 1.Yes 2.Not Sure 3.No	(23)
L. Would help in any of the following relieve school pressures and help you in your progress at BCC? (Answer as many as apply to you.)	
a)babysitting 1.Yes 2.Not Sure 3.No	(24)
b)housing 1.Yes 2.Not Sure 3.No	(25)
c)legal advice 1.Yes 2.Not Sure 3.No	(26)
d)time off from job 1.Yes 2.Not Sure 3.No	(27)
e)personal or family health care services 1.Yes 2.Not Sure 3.No	(28)
f)financial aid 1.Yes 2.Not Sure 3.No	(29)
g)other (explain)_____	(30)
Part III.	
A. You are: 1.Male 2.Female	(31)
B. Your ethnic group is: 1.Black 2.Hispanic 3.White 4.Oriental 5.Other	(32)
C.How many total BCC credits will you have at the end of this semester? 1.less than 13 2. 13-24 3. 25-36 4.37-48 5.49-60 6. 60 or more	(33)
D. Your age is: 1.less than 23 2.23-29 3.30-34 4.35 or over	(34)
E. Your curriculum is (write in):_____	(35)

Form A. Spring, 1980 Student Opinion Survey
Part I.

	Strongly Agree or Agree	Not Sure	Strongly Disagree or Disagree
A. Most instructors care about their teaching and their students.	67%	18%	15%
Disagree: Higher proportions of, D.P., more than 11 credits			
B. Library materials and services are adequate	61%	17%	23%
Disagree: over 34 years, L.A.			
C. An increase in cost to you of $100 per year might make it necessary for you to leave college.	55%	21%	25%
Agree: nursing			
D. Counselors are generally available to help students.	54%	17%	29%
Disagree: over 22 years			
E. The use of alcohol or drugs by other students on the campus is preventing you from doing your best work at BCC	19%	9%	72%
Agree: hispanics, over 34 years, secretarial			
F. When you entered BCC you had a definite idea of the career or profession you wished to study for	73%	8%	19%
Disagree: females, less than 30 yrs, secretarial, L.A.			
G. Required books are usually available at the bookstore when needed	41%	6%	52%
Disagree: over 22 yrs, secretarial, nursing			
H. Books are sometimes not used for courses, although they were required to be purchased	60%	10%	30%
Agree: females, more than 11 credits, under 23 yrs, secretarial			
I. The college needs more instructors from minority groups	56%	27%	18%
Agree: hispanics, less than 12 credits, over 29 yrs, L.A.			
J. BCC is preparing you adequately for your future career or profession	59%	24%	18%
Disagree: males, over 34 yrs.			

Form A. Spring, 1980 Student Opinion Survey
Part I (Continued)

	Strongly Agree or Agree	Not Sure	Strongly Disagree or Disagree
K. The registration process works reasonably well now	42%	9%	50%

Disagree: Higher proportions of, less than 25 credits, under 30 yrs, D.P., L.A.

L. Faculty are generally concerned about their students	36%	39%	26%

Disagree: more than 60 credits, over 22 yrs, L.A.

Form A. Part II

A. When you enrolled in BCC did you already have the intention of transferring out before graduating from BCC? Yes 22% No 78%

Yes: Higher proportions of blacks, males, less than 25 credits, under 23 years, D.P., L.A.

B. How helpful was the academic or curriculum advisement provided by counselors during your first semester at B.C.C.?

Not helpful	20%	Moderately helpful	29%	Can't say or	
Limited help	21%	Very helpful	21%	not sure	9%

Not helpful: hispanic, more than 60 credits, D.P., nursing

C. Do you think you might leave BCC before you graduate? Yes 17% No 60% Possibly 23%

Yes: less than 37 credits, L.A.

D. Were you enrolled in an SPD section during your first semester at BCC?
Yes 72% No 28%

No: males, over 22 years, D.P.

E. If you have attended BCC for more than one semester, how helpful was the academic or curriculum advisement provided by instructors after your first semester?

not helpful	14%	Moderately helpful	33%	Can't say or	
Limited help	20%	Very helpful	18%	not sure	15%

Not helpful: D.P.

Form A.
Part II (Continued)

F. Which statement, in your opinion, best describes the relationships among the ethnic groups at BCC?

Get along very well	18%	tolerate each other	28%	hostility	8%
Get along well	42%	ignore each other	5%		

Hostility: Higher proportions of over 34 years, secretarial

G. Are you now in the curriculum you want to be in? Yes 78% No 11% Not Sure 11%

No or Not Sure: blacks, less than 25 credits, over 34 yrs, technology, L.A.

H. Have you ever taken a course mainly to meet credit requirements for financial aid?
Yes 28% No 72%

Yes: hispanic, more than 24 credits, secretarial, nursing

I. If you answered "Yes" to the previous question, did taking the course cause you to earn lower grades than you might have if you did't take the course?
Yes 28% No 72%

Yes: 61 credits or more, nursing

J. Have you ever taken a course you did not want or need because all sections of a course you wanted were closed? Yes 31% No 69%

Yes: over 36 credits, over 22 yrs, L.A.

K. Would you take classes on Saturday if classes you needed were given on Saturday?
Yes 46% Not Sure 21% No 34%

No: hispanics, under 30 yrs, technology

Form A.
Part II (Continued)

L. Would help in any of the following relieve school pressures and help you in your progress at BCC?

	Yes	Not Sure	No
babysitting	29%	8%	64%
Yes: Higher proportions of females, over 22 yers, technology			
housing	31%	12%	57%
Yes: L.A.			
Legal advice	21%	14%	59%
Yes: more than 11 credits, less than 30 years			
time off from job	39%	12%	48%
Yes: over 22 years			
personal or family health care services	34%	14%	53%
Yes: hispanic, over 22 yrs, nursing, technology, L.A.			
financial aid	78%	7%	15%
Yes: hispanic, over 22 yrs, nursing, technology, L.A.			

Analysis of some open-ended responses
on the Student Opinion Survey - Form A, Part II.

A. When you enrolled in BCC did you already have the intention of transferring out before graduating from B.C.C. If "yes", why?

Twenty-two percent of the students responded affirmatively to this question. Of these, the great majority fall into two categories: a) students who could not get desired courses or programs or were "turned off" by other conditions at the College, and b) students who desired to enroll in a four year college even at the time of entry into B.C.C.

C. Do you think you might leave before your graduate? If "yes", what would be the reason you might leave?

Seventeen percent of the students responding report they might leave B.C.C. before graduating. Of these, the largest group, 25%, claims this will result from financial, cost, or job related reasons; 15% say they have a poor general opinion of the College, point to "disorganization" and "lines"; 14% say they cannot get the courses, programs or schedules they need; 14% express a desire for attending a 4 year or private college.

J. Have you ever taken a course you did not want or need because all sections of a course you wanted were closed?

31% of the responses were positive. Courses in mathematics, communications, secretarial studies, social science and the nursing-biology area are mentioned by several students.

STUDENT OPINION SURVEY

Second half: "Form" B

Office of Instituional Research

Spring, 1980

B.C.C. Student Opinion Survey, Spring 1980 Form B

Directions for Part I.

Items A to M in Part I are aspects of the College program, services, or facilities. Rate the ones with which you have had some personal experience, on the five point scale given after each item, and then write the NUMBER of your rating on the little line in the right hand column headed "Answer Column." PLEASE NOTE that the ratings sometimes go from Excellent on the left side, with a rating of 1, to Needs Much Improvement on the right side with a rating of 5, but sometimes the scale goes from Needs Much Improvement on the left side with a number 1 to Excellent on the right side with a number 5. Therefore, you must pay careful attention to the direction of your answer scale. It changes.

Look at the example below. If you feel that the cafeteria "needs some improvement," you would write the number 4 in the column at the right which has been done already. If you feel that the cafeteria service is "adequate," you would write the number 3, and so on.

						Write the number of your answer in this Answer Column.
Example: Cafeteria	Excellent 1	Good 2	Adequate 3	Needs Some Improvement 4	Needs Much Improvement 5	4 (ex.)

Part I.

A. Financial Aid Counseling	Excellent 1	Good 2	Adequate 3	Needs Some Improvement 4	Needs Much Improvement 5	___
B. Study Areas	Needs Much Improvement 1	Needs Some Improvement 2	Adequate 3	Good 4	Excellent 5	___
C. Tutorial Services	Needs Much Improvement 1	Needs Some Improvement 2	Adequate 3	Good 4	Excellent 5	___
D. Personal Counseling	Excellent 1	Good 2	Adequate 3	Needs Some Improvement 4	Needs Much Improvement 5	___
E. Security on Campus	Needs Much Improvement 1	Needs Some Improvement 2	Adequate 3	Good 4	Excellent 5	___
F. Security in Neighborhood around the Campus	Excellent 1	Good 2	Adequate 3	Needs Some Improvement 4	Needs Much Improvement 5	___
G. Basic Skills (Remedial) Laboratories	Excellent 1	Good 2	Adequate 3	Needs Some Improvement 4	Needs Much Improvement 5	___
H. Freshman Orientation Program	Needs Much Improvement 1	Needs Some Improvement 2	Adequate 3	Good 4	Excellent 5	___
I. Day Care or Babysitting availability	Excellent 1	Good 2	Adequate 3	Needs Some Improvement 4	Needs Much Improvement 5	___
J. Career Counseling	Excellent 1	Good 2	Adequate 3	Needs Some Improvement 4	Needs Much Improvement 5	___
K. Learning Center	Needs Much Improvement 1	Needs Some Improvement 2	Adequate 3	Good 4	Excellent 5	___
L. Student Center	Needs Much Improvement 1	Needs Some Improvement 2	Adequate 3	Good 4	Excellent 5	___
M. Job Placement Service	Excellent	Good	Adequate	Needs Some Improvement	Needs Much Improvement	

Form B.
Part II WRITE THE NUMBER OF YOUR ANSWER IN THE COLUMN AT THE RIGHT → Answer Column

A. Did you lack some important information about BCC when you were considering applying to colleges? 1.Yes 2.No If "Yes", what information did you lack?_____ (17)

B. Has BCC lived up to your expectations? 1.No 2.Partially 3.Yes
If "No", explain_____ (17)

C. Did you visit BCC before applying to College? 1.Yes 2.No (18)

D. If you answered "Yes" to the previous question, did your visit help you to decide in favor of applying for admission to BCC? 1.Yes 2.Partially 3.No (19)

E. What was the single most important source of information about BCC before you enrolled here? 1.H.S. counselor 2.H.S. teacher 3.BCC publication 4.BCC advertisements 5.BCC counselors 6.Friend or relative who was never enrolled at BCC 7.Friend or relative who had been enrolled at BCC 8.other (explain)_____ (18)

F. What was the single most important reason you decided to go to college?
1. to please your family
2. to develop socially
3. to understand yourself
4. to earn a degree
5. to develop intellectually
6. you didn't know what else to do
7. to get BEOG,SEOG, or veterans' benefits
8. to get or prepare for a job
9.other (explain)_____ (19)

G. What was the single most important reason you decided to apply to BCC?
0.was not accepted at college of first choice
1.convenience & low travel cost
2.could get more academic help at BCC
3.attracted to athletic program
4.attractiveness of BCC campus
5. BCC had desired program
6. good academic reputation
7. had friends at BCC
8. easier to suceed at BCC
9. other reason (explain)
_____ (20)

H. If there is anything that bugs you about BCC, what bugs you most?_____

I. Where do you go for help when you have a problem on the campus?_____

J. If you have a "handicap" of any kind, what service or facility do you find lacking at BCC?_____

K. What single change at BCC would make it a better place to learn?_____

L. What is the single most important problem preventing you from making better progress at BCC?_____

Part III.
A. You are: 1.Male 2.Female (21)

B. Your ethnic group is: 1.Black 2.Hispanic 3.White 4.Oriental 5.Other (22)

C. How many total BCC credits will you have at the end of this semester?
1. less than 12 2. 13-24 3. 25-36 4. 37-48 5. 49-60 6. 60 or more (23)

D. Your age is: 1.less than 23 2.23-29 3.30-34 4.35 or over (24)

E. Your curriculum is (write in): _____ (25)

Form B.
Part I.

Spring, 1980 Student Opinion Survey

	Excellent Good	Adequate	Needs some or much improvement
A. Financial Aid Counseling	30	27	44
Higher proportions of whites, advanced, students over 22, D.P., L.A. students			
B. Study Areas	31	27	43
advanced, students over 22, technology students			
C. Tutorial Services	19	27	55
advanced, students over 22, D.P., Nursing and L.A.			
D. Personal Counseling	37	24	39
whites, advanced, students over 22, D.P., Nursing, Ed. A.			
E. Security on Campus	23	32	45
advanced, technology			
F. Security in Neighborhood around campus	11	21	67
advanced, D.P. and Engineering Science			
G. Basic Skills (Remedial) Laboratories	39	34	27
students over 29, L.A. and Ed. A.			
H. Freshman Orientation Program	32	26	42
males, hispanics, over 29, Nursing and L.A.			
*I. Day Care or Babysitting availability	29	38	34
D.P. and Engineering Science			
J. Career Counseling	30	29	41
new students, over 22, D.P., L.A., Ed. A.			
K. Learning Center	57	24	20
males, over 29, Ed. A.			
L. Student Center	23	29	48
females, whites, advanced, over 22, technology			
M. Job Placement Service	21	24	54
blacks, nonfreshmen, over 34, D.P.,Eng.Sci. and Ed. A.			

*significantly smaller N (298)

Form B. Part II.

A. Did you lack some important information about BCC when you were considering applying to colleges? Yes 34% No 66%

Yes: Higher proportion of blacks, technology and L.A. students

B. Has BCC lived up to your expectations? No 16% Partially 60% Yes 24%

No: technology and Ed. A. students

C. Did you visit BCC before applying to College? Yes 37% No 63%

No: advanced, over 34, Engineering Science

D. If you answered "Yes" to the previous question, did your visit help you to decide in favor of applying for admission to BCC? Yes 29% Partially 34% No 37%

No: advanced, secretarial, Ed. A.

E. What was the single most important source of information about BCC before you enrolled here?

H.S. counselor 12% BCC advertisements 5%

H.S. teacher 5% BCC counselors 4%

BCC publication 10% Friend or relative who was never enrolled at BCC 14%

Friend or relative who had been enrolled at BCC 41% Other(explain) 11%

F. What was the single most important reason you decided to go to college?

to please your family 3% to develop intellectually 18%

to develop socially 2% you didn't know what else to do 1%

to understand yourself 2% to get BEOG, SEOG, or veterans benefits —

to earn a degree 37% to get or prepare for a job 32%

other (explain) 11%

G. What was the single most important reason you decided to apply to BCC?

was not accepted at college of first choice 14% BCC had desired program 29%

convenience & low travel cost 32% good academic reputation 5%

could get more academic help at BCC 7% had friends at BCC 3%

attracted to athletic program 0.4% easier to succeed at BCC 3%

attractiveness of BCC campus 2% other reason (explain) 5%

Analysis of some open-ended responses
on the Student Opinion Survey - Form B, Part II.

A. Did you lack some important information about B.C.C. when you were considering applying to colleges? If "yes" what information did you lack?

34% of the responses were positive. A majority of the responding students fell into five categories: costs and financial aid information (largest single category), registration, course and curriculum requirements, remedial course requirements, and special programs such as College Discovery.

H. If there is anything that bugs you about B.C.C. what bugs you most?

Two hundred and fifty-nine students, approximately two-thirds, responded to this question. The single most important category, mentioned by 25% of the responding students, concerned such college "management" problems as registration, scheduling, class availability, lines, etc. The cafeteria, general "dirtiness", and other physical conditions were named by 17%, while an additional 17% pointed to teacher attitudes or general teacher performance. Ten percent decried the lack of a serious attitude toward learning on the part of other students, while another 10% were annoyed at having to take so many remedial courses.

K. What single change at BCC would make it a better place to learn?

One hundred and sixty-six students responded to this question. No single change stands our prominently. Nearly 20% of the recommended changes fall into each of the following: a) improvement of student body attitudes toward learning, general behavior, less drug use, b) improvement in teacher attitudes, "better teachers", c)better class and learning conditions, smaller classes. Approximately 10% of the students recommend a) better counselling b) better course and program selection capability, and c) improvement in the College neighborhood and environment.

L. What is the single most important problem preventing you from making better progress at B.C.C.?

One hundred and ninety-four students responded to this question. Of these, the single most prominent category referred to "personal" problems not related to finances. Fifteen percent said they did not have sufficient time to study or prepare for classes or did not have adequate study conditions. Approximately ten percent alluded to a) difficult course requirements b)job, cost, financial or welfare related conditions c)teaching and teacher attitudes d)remediation requirements. Approximately 5% referred to a) counselling problems b) language problems c)the lack of conscientiousness on the part of other students.

I. Where do you go for help when you have a problem on the campus?

About 75% of the students utilized the College counselling services. A significant proportion (15% - 20%) do not use any college service (instructor, counsellor, administrative office) but rely on friends, relatives, or no help at all. Evening students may have more than average difficulty getting the help they need.

II. Survey of Bronx Applicants to C.U.N.Y. Units (Fall 1979-Spring 1980)

This study, a replication of a study originally conducted in 1975 by the Office of Institutional Research, was divided into two parts. Part I sought to ascertain the reasons why Bronx high school graduates selecting a C.U.N.Y. community college, selected a C.U.N.Y. unit other than B.C.C. as their first choice. The names and addresses of these students were provided by the University Applications Processing Center. There were 2,044 such students.

Part II sought to discover why students who were assigned to B.C.C. in Fall 1979 and Spring 1980, failed to enroll here. There were 1,175 such students, over the two entry periods.

In early May, 1980 a questionnaire was mailed to students in each of these samples with a covering letter from the Dean of the College along with a free postage, pre addressed envelope. After taking into consideration non deliverables and otherwise invalid addresses a 17% return rate (N=287) was achieved for Part I and a 22% return rate (N=206) was achieved for Part II, three and one half weeks after the mailing. An additional 3%-5% of the questionnaires could not be included in the analysis because they arrived too late. There was no time for a follow-up mailing, although past experience suggests that the sample could have been improved by a factor of 50% with more time allowed for replies and with a second "wave".

While the representativeness of the effective sample cannot be known, thus proscribing generalization of the findings to the entire population, it is felt that the responses of nearly 500 high school graduates constitute an important source of information about how a significant number of high school graduates view the College.

SURVEY of BRONX APPLICANTS

to C.U.N.Y. (Fall, 1979)

PART I. Reasons given for <u>not</u> selecting
B.C.C. as first choice of a
C.U.N.Y. Community College.

Office of Institutional Research

Spring, 1980

I. Reasons given for not selecting B.C.C. as first choice of a C.U.N.Y. community college.

A. B.C.C. did not have the desired program (N=99, 33%)

A very large proportion of the replies indicated that a work-study or internship program such as is offered at LaGuardia Community College is very attractive. Other specific programs mentioned were:

dental hygiene technology

X-Ray technology-radiology

Advertising-art and design

design drafting

physical therapy

hotel and restaurant management

architecture courses

dietetics-nutrition

respiratory therapy

heating and refrigeration

occupational therapy

court stenography

building and construction

Several students mentioned courses which they believed were unavailable at B.C.C., i.e.,

accounting

data processing

computer technology

automotive technology

pre medical courses

child care

executive secretarial science

A few students also mentioned the attractiveness of LaGuardia's four quarter system, and B.M.C.C.'s 24 credit programs.

B. Desire to "get away" from the Bronx or the city environment (N=41, 14%) or friends from the neighborhood.

Some of the expressions used by students to explain their desire to escape the "Bronx environment" are:

I don't particularly care for the Bronx

I wanted to learn in a nice environment

I wanted to get away from the Bronx

I wanted to discover something new---
different from all the colleges in the City.

I wanted to get out of the Bronx, to live on
campus and be able to study better

B.C.C. is too close to my neighborhood

I know too many people in BCC and don't need
any one interferring in my school work.

BCC is situated in a most undesirable climate.

I have lived and gone to school in the Bronx
all my life.

It is not safe at night.

It's not safe to walk there in broad daylight

C. B.C.C. reputation (N=40, 13%)

It doesn't have a good reputation. It is referred to as a "zoo", "party school", and "hang out".

I didn't like the way the school looked.

I heard that BCC was not a good place to study.

Everyone says the school is a "hang out".

It's like a hang out college. People just smoking and not going to classes.

It has a reputation for socializing instead of competition for grade advancement.

Everyone just hangs out.

It was not recommended to my by teachers, students, and friends.

I felt BCC was not a serious college

BCC has a lower teaching standard

My friends say that BCC was a hangout.

D. Inconvenient location (N=40, 13%)

A great many students state that they work in Manhattan and that it is much more convenient for them to attend classes there (presumably at night) than at B.C.C.

Several students not working in Manhattan complain about the problem of getting transportation to B.C.C. Several find it easier to go to college in Queens (presumably by car) than to come to B.C.C.

Other students reported that they found Hostos more accessible.

E. Student Confusion - Lack of Information-Choice under Pressure. (N=22, 7%)

I was not sure what your school offered (several)

I wasn't informed about the things to do to get into B.C.C. (several)

I did not know too much about B.C.C. (several)

I was not familiar with its curriculum (several)

It did not have (followed by erroneous list of courses, that is, course which B.C.C. does have).

I applied late and BCC was not in my mind.

I thought I didn't have enough credits to be accepted.

Since my average was low I thought BCC would not accept me.

F. Advised against applying to B.C.C. (N=21, 7%)

The influence of friends appears to be very strong among a group of students who are confused or not informed about their opportunities. However, there is some evidence that high school teachers, counsellors, and principals have also advised against B.C.C. in some instances. It is unclear whether program unavailability or academic reputation was the dominant factor in these cases.

G. Unresolved problems, negative experiences, mix-ups (N=13, 4%)

Several students complained of having made errors in the coding of B.C.C. or their preferred curriculums on the U.A.P.C. application form. (In a similar BCC study conducted in 1975 this was also identified as a problem).

Some students report discouraging experiences during their attempt to get information about applying or registering. By contrast, some students report that B.M.CC or LaGuardia C.C. "got" to them first. One student said (he, she) was offered a "scholarship" by LaGuardia C.C.

H. Preference for a Four-Year College (N=13, 4%)

Although the sample was designed to screen out all applicants who chose a four year C.U.N.Y. unit as first choice, a few students are seen to list this as the reason for not selecting B.C.C.

I. Preference for a Bilingual learning environment (N=11, 4%)

SURVEY of BRONX APPLICANTS

to C.U.N.Y. (Fall, 1979)

PART II. Reasons given for <u>not enrolling</u> in B.C.C. as assigned by the University Applications Processing Center.

Office of Institutional Research

Spring, 1980

II. Reasons given for not enrolling in B.C.C. as assigned by the University Applications Processing Center.

A. Cost, finance, or job related. (N=48, 23%).

This problem was mentioned by more than twice the number of students in the next highest category. Students complained that the financial aid they were qualified for was insufficient, that approval for financial aid did not arrive in time for registration, that they needed to earn an income, and that they could not afford the $35 fee. Some expressions were:

My T.A.P. did not get processed in time.

My B.E.O.G. and T.A.P. weren't accepted.

I was told I couldn't get grants or loans and I don't make enough to go to school and pay my other bills.

I couldn't afford the registration fee.

I am the sole supporter of two small children; but when I applied for B.E.O.G., I was told I was not eligible.

Financial Aid claims that my income is too much, however, I find it difficult to manage schooling and my other bills.

B. B.C.C. was not first choice, did not have program, student enrolled at another school, wanted out-of-town school. (N=37, 18%)

I had originally planned to go up or out of state.

I decided to attend Fordham.

I received word from City and Bronx around the same time. I picked City because I don't recall Bronx offering communication courses.

Because B.C.C. does not have the course I wanted to take (computer technology).

I took radiology at N.Y.C.C.C.

I wanted to leave N.Y.C. and go away for school.

I wanted to change to architecture.

B.C.C. was my last choice.

C. Inconvenient location, transportation problems, distance. (N=22, 11%)

B.C.C. was too far, too many changes of trains.

Queensborough is closer to travel to.

I went to B.M.C.C. because it is near my job (several).

I tried to be admitted on three consecutive nights and got home after midnight, and it is very difficult to reach my job.

I had to take two buses.

D. Personal problems: health, children, family, housing, etc. (N=22, 11%)

I have 3 children ranging from 1 to 5. I had been led to believe that B.C.C. had Day Care.

My mother was very sick in Dominican Republic, I had to go take care of her.

I had a baby at the time.

My daughter was in the hospital.

My baby was too young.

Because of problems with my family.

I was moving into a new apartment and didn't want my domestic problems to interfere with school.

E. Registration-scheduling & related problems. (N=15, 7%)

I didn't have my diploma with me.

Sent my papers late.

I'm fed up with the registration process. Everytime I wanted an answer to a question, everyone was rushed for time.

I could not get any personal attention regarding my curriculum. Then I was shuffled off like cattle to register.

Your registration is disorganized.

I could not get the time off my job to register.

E. Registration-scheduling & related problems continued. (N=15, 7%)

I had a letter from my high school saying that I graduated, but they didn't believe me.

I didn't get the classes I wanted.

I did not realize that the course I wanted was offered only in the day session.

F. Failure to graduate. (N=14, 7%)

These students were assigned by the U.A.P.C. to B.C.C. but failed to receive their diplomas for academic reasons and therefore could not enter college.

G. B.C.C. reputation, poor standards, poor learning environment. (N=6, 3%)

I wasn't sure of the quality of education I would receive at your school.

I understand that B.C.C. did not provide as high a quality of education as I wanted.

In S.U.N.Y. system I could get more help and the city is too noisy.

I knew some friends that have gone to B.C.C. and left it because they felt the teachers didn't show much consideration to the students.

I decided to go upstate where it is quieter and easier to study.

Standards aren't high enough.

H. Wanted a four-year college. (N=5, 2%)

I. Neighborhood-anti Bronx sentiment. (N=4, 2%)

I will not travel home at night.

I did not want to attend school in the Bronx.

I do not like the school or the neighborhood.

J. Unspecified reasons. (N=18, 9%)

III. Community Needs and College Image Survey (a telephone survey of the Bronx)

As part of the College's participation in a Title III grant, the Office of Institutional Research and a special committee on recruitment and retention headed by the Dean of Students were assisted by Dr. John B. Hirt of the consulting firm of McManis Associates in the construction of a telephone survey form designed to identify community educational needs and to ascertain the image of the college in the community.

Two separate surveys were undertaken, one for the entire borough of the Bronx, the other of upper Manhattan (roughly north of 96th street). The basic population statistics were gleaned from offical Health Area estimates provided by Community Planning Boards. (The most recent estimates were for 1977). Health areas were then converted into telephone areas with the assistance of telephone exchange charts furnished by the New York Telephone Company. Coterminous problems were not found to be significant and necessary adjustments were made where indicated. Telephone numbers selected for the sample were determined by random digit accessing with the aid of a table of random numbers. Excellent sample-population agreement was achieved, as shown in Table 1.

More than 600 completed "contacts" were made in the Bronx, requiring over 3,500 individual calls. Reasons for contact failures are shown in Table 2. Spanish speaking interviewers were included in the interview team.

Only the results of the Bronx survey are given since Manhattan results do not appear to contradict the findings from the Bronx survey. Manhattan survey results may be examined in the Office of Institutional Research, PH 35.

Table 1. Community Needs and College Image Survey
Bronx
Comparison of Sample and Population Proportions

Telephone Area	Date 5/7 N	p	Date 5/12 N	p	Final 5/15 N	p	Pop p
11	42	.116	57	.112	65	.105	.111
12	46	.127	63	.124	76	.122	.139
13	44	.122	59	.116	70	.113	.109
14	29	.080	42	.082	49	.079	.069
15	49	.136	82	.161	105	.169	.176
16	27	.075	39	.076	52	.084	.065
17	49	.136	68	.133	88	.141	.143
18	15	.042	18	.035	20	.032	.034
19	60	.167	82	.161	97	.156	.155
	361	1.001	510	1.000	622	1.001	1.001

Table 2. Analysis of "dead end" telephone calls. (Bronx)

Reason	N	p
Disconnected	708	.24
Uncooperative	695	.23
Outside age range	520	.18
Excessive "No Answer"	456	.16
Business or Institution	227	.08
Change to "Unlisted"	224	.08
Technical problems on line	20	.01
All others (non working numbers, foreign language, answering service, etc.)	76	.03
	2926	1.01

B 2. Could you name the colleges located in the Bronx?

N = 621*

B.C.C.	61%
Lehman	56%
Hostos	26%
Fordham	46%
Other	25%

Observations:

1. Younger age groups (20-29) are more aware of B.C.C. than older age groups.

2. No sex differences are apparent in awareness of any of the Bronx colleges.

3. Singles are slightly more aware of B.C.C. than marrieds, but no differences are apparent with respect to the other colleges.

4. Blacks and Hispanics are more aware of B.C.C. than any other college. Whites are more aware of Lehman and Fordham than of B.C.C.

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*based on the first of two sets of keypunched data.

B 3. Have you ever heard of Bronx Community College?

Of 253 interviewees who did not name B.C.C. in #2 above*:

91% had heard of B.C.C.

9% had not heard of B.C.C.

Observations:

1. All age groups show a minimum 85% recognition of B.C.C.

2. No significant sex or marital status differences are seen.

3. Better recognition of B.C.C. is seen among Blacks (96%) than among Whites (90%) or Hispanics (85%).

---

*based on the first of two sets of keypunched data.

B 4. Do you know where Bronx Community College is located?

Of N = 564 who are aware of B.C.C. (Q2 + Q3):

72% say they know where B.C.C. is located

28% say they do not know where B.C.C. is located

However, of those who say they know, only 67% can define the general location. Therefore, of the total N=564, 51% do not know where B.C.C. is located (1-.67 x .72).

Observations:

1. While a higher proportion of males (76%) than females (63%) claim they know where B.C.C. is located, there is no real difference in the ability of each group to define the general area.

2. Hispanics (77%) and Blacks (74%) show higher rates of correct location than Whites (49%).

B 5. Are you now enrolled in Bronx Community College?

Eight out of 365 interviewees (2%) answered this question affirmatively.

(see Observation for B6, below)

B 6. Have you ever attended Bronx Community College?

Based on approximately the same N as above, an additional 13% claim to have attended B.C.C.

Observation:

The percentages reported in M5 and M6 are higher than might be expected. However, it must be remembered that at this point in the survey the population has been greatly restricted by age, education, and other constraints. Also, while a rigorous random procedure for interviewee selection was used, it is possible that in some households the phone may have been turned over to a student or former student within that household. The two printouts, using separate decks of keypunched data cards, agree on the number of "yes" responses to these questions.

B 7A. Are you now enrolled in another school or college, or graduated?

Of N=520 (excluding any former B.C.C. students).

28% are currently enrolled in another school or college or have graduated.

72% are not enrolled and are not graduates.

No further analysis of enrollees is possible because the interview was terminated at this point if interviewee was currently enrolled or had graduated.

- -

B 7B. Name of school or college. N=142

12% Other C.U.N.Y. community college

38% C.U.N.Y. senior college or graduate school

10% Other public college or university

43% Other private college

14% private technical or business school

4% Other kind of school

No analysis possible for reason given in 7A above.

- -

B 7C. Programs followed.

27% business related

10% health related

16% science, math, technology

20% humanities

14% social science

12% Other

Details are available separately.

B 8. Did you graduate?

Sixty-one of the interviewees report being college graduates, or approximately 10% of the original sample. However, this question was confounded with Q7 and therefore includes graduates of <u>any</u> college or university.

B 9. Why did you stop attending B.C.C.?

B 10. What would it take for you to return to B.C.C.?

No analysis of items B 9 and B 10 was possible due to insufficient data.

B 11A. Do you know the requirements for admission to Bronx Community College?

Of N = 390 interviewees of whom all had heard of B.C.C.

29% say they know requirements

71% " " do not know requirements

Observations:

1. No marked differences are seen among age or sex groups.

2. A higher proportion of singles (34%) than marrieds (25%) say they know the requirements.

3. A higher proportion of Whites (32%) say they know the requirements than Hispanics (24%).

B 11B. Accuracy of knowledge about B.C.C. requirements.

Based on N = 111 of the interviewees who said they know the requirements for admission to B.C.C.

72%	correctly state the requirements
17%	are partially correct
11%	are incorrect

Observations:

1. No real differences in the proportions of interviewees knowing or partially knowing B.C.C. admission requirements are apparent among age and marital groups.

2. More males (16%) appear to be unaware of B.C.C. admission requirements than females (10%).

3. A higher proportion of Blacks (23%), than Hispanics (10%) or Whites (5%) have no knowledge of B.C.C.'s admission requirements.

B 12 Could you name some of the things a person could study or prepare for at Bronx Community College?

N=357 (of whom all had heard about B.C.C., but excluding those currently enrolled in any college, or graduates):

36% could not name any of the programs at B.C.C.

45% could name one or two programs

19% could name three or four programs

0.3% could name five or more programs

Observations:

1. No strong relationship with age or sex groups is seen.

2. Blacks know more about B.C.C. programs than Hispanics or Whites.

3. Singles appear to know a little more about B.C.C. programs than marrieds or "others."

B 13. Could you guess how long it should take a full-time student to graduate from Bronx Community College?

Of N=328 interviewees (of whom all had heard of B.C.C., but excluding those currently enrolled in school, or graduates):

1% say less than 2 years

47% say 2 years

19% say 2 ½ to 3 years

31% say 3 ½ to 4 years

2% say more than 4 years

Observations:

1. The 30-34 year old age group appears to best understand the two-year degree status of B.C.C.

2. Nearly one-third of the interviewees who graduated from high school within the last 10 years believe it should take 3 ½ to 4 years for a full-time student to graduate from B.C.C.

3. Singles have a slightly clearer view of the two-year degree status of B.C.C. than marrieds.

4. Hispanics have a slightly clearer view of the two-year degree status of B.C.C. than Blacks and Whites.

B 14. Do you know anyone who ever attended Bronx Community College?

Of N=391 interviewees, of whom all had heard of B.C.C. (but excluding those currently enrolled in college, or graduates):

46% (N=179) know of a friend or relative who had attended B.C.C.

Observations:

1. Blacks and Hispanics have many more friends or relatives who have attended B.C.C., than Whites.

B 15. What did he (she, they) think about B.C.C.?

Of N=160 interviewees who said a friend or relative had attended B.C.C.:

77% report a favorable impression of B.C.C.

11% report uncertainty

12% report unfavorable impressions of B.C.C.

Observations:

1. The 20-24 year old age group reports a high proportion of friends or relatives (24%) having unfavorable impressions of B.C.C.

2. Singles (16%) have a somewhat higher proportion of friends or relatives with unfavorable impressions of B.C.C. than marrieds (9%).

3. Whites (21%) have a higher proportion of friends or relatives with unfavorable impressions of B.C.C. than Blacks (9%) or Hispanics (15%).

B 16A. Do you plan to enroll in any kind of school, college, or educational program in the next year or two?

Of N=426 (excluding all currently enrolled or graduated):

44% plan to enroll in some kind of school or college within the next year or two.

Observations:

1. There is a direct relationship between age and plans to enroll in school within the next year or two, from 62% of the 20-24 year olds, to 23% of the 40-44 year olds.

2. Singles (56%) say they are more likely to enroll than marrieds (31%).

3. Blacks (56%) say they are more likely to enroll than Hispanics (45%) or Whites (28%).

4. There are no differences between males and females.

B 16B. Do you plan to enroll in any kind of school, college, or educational program in the next year or two? If "No", why not?

Of N=103 giving reasons for not planning to enroll in school or college in the next year or two:

23% cite costs or the need to work

34% " other responsibilities

21% " loss of interest

4% say they are too old or it is too late

1% say they are not academically prepared

16% cite "other" reasons

Observations:

1. A higher proportion of females (43%) than males (12%) cite "other responsibilities."

2. A higher proportion of males (31%) than females (19%) say they have lost interest.

3. A higher proportion of singles (31%) than marrieds (23%) cite financial reasons, while a higher proportion of marrieds (38%) cite "other responsibilities" than singles (16%).

4. A higher proportion of Whites (33%) than Blacks (24%) or Hispanics (20%) cite financial reasons.

5. A higher proportion of Hispanics (45%) than Blacks and Whites (27%) cite "other responsibilities."

B 17. Would you attend 1. Full time? 2. Part time?

Of N=130 saying they planned to enroll in a school or college within the next year or two:

39% plan to enroll full time

62% plan to enroll part time

Observations:

1. A higher proportion of the 20-24 year old group, females, singles, and Hispanics, expect to enroll full-time, in comparison with other groups.

B 18. What do you plan to study?

Of N=189 saying they planned to enroll in a school or college within the next year or two:

30% plan to enroll in a business field

19% " " " health-related field

18% " " " science or technology field

12% " " " the humanities or arts

13% " " " social science

4% " " " education

4% " " " other areas

Observations:

1. Younger interviewees show a preference for science and technology over older interviewees.

2. Females show a preference for health-related study and social science in comparison to males, while males show a preference for science and technology over females.

3. Whites and Blacks are more inclined than Hispanics toward business-related studies. Blacks and Hispanics are more inclined than Whites toward science and technology. Whites are more inclined toward the arts and humanities in comparison with other groups. Hispanics show a stronger tendency to prefer social science in comparison with Blacks and Whites.

B 19. What would be the best time for you to attend? 17

Of N=200 planning to enroll in school or college within the next year or two:

27% prefer 9 a.m. to noon

12% " noon to 3 p.m.

11% " 3 p.m. to 6 p.m.

40% " 6 p.m. to 10 p.m.

9% " Saturday classes

0% " Sunday classes

Observations:

1. The youngest age group strongly prefers the 9 a.m. to noon schedule while the older interviewees prefer 6 p.m. to 10 p.m.

2. A higher proportion of Hispanics prefer morning classes than the other groups, while a higher proportion of Whites prefer evening classes in comparison with other ethnic groups.

B 20. Where do you plan to enroll?

Of N=129 planning to enroll in a school or college within the next year or two:

20% plan to enroll in B.C.C.

9% " " " another CUNY community college

32% " " " a CUNY senior college

26% " " " a private college

6% " " " a private business or technical school

8% " " " another kind of school

Observations:

1. The youngest age group and females are inclined to enroll at a CUNY senior college.

2. Higher proportions of males, marrieds, and minority groups favor B.C.C. than females, singles, and Whites. (Subgroups tend to be between 25 and 60 in size).

B 21. Is there any reason you would not consider enrolling in B.C.C.?

Of N=165

45%	cite no special reason
9%	" inconvenient location-transportation
8%	" program unavailability
5%	" scholastic reputation of B.C.C.
2%	" a safety concern
3%	" a need for a change in environment
12%	" a preference for a 4-year college
0%	" nature of student body
15%	" other reasons

B 22A and B. Have you heard of such financial aid programs as T.A.P.? or B.E.O.G.?

Of N=229

75%	have heard of T.A.P.
71%	" " " B.E.O.G.

Observations:

1. Younger interviewees, singles, and minorities are more likely to be familiar with both T.A.P. and B.E.O.G. than their comparison groups.

B 23. If you were not eligible for State or Federal financial aid, and still wanted to go to college, what two sources from the following list would you use?

Of an estimated N=218 responding to this question:

53%	would	draw	on	loans
52%	"	"	"	income from work
18%	"	"	"	savings
15%	"	"	"	family support
13%	"	"	"	other savings

Note: The above percentages sum to greater than 100% since interviewees were requested to give two sources.

B 24. If there were a course or program at Bronx Community College you wanted to take, would anything about the College discourage or keep you from enrolling?

The following table shows the proportion of interviewees endorsing the various reasons why they might be discouraged from enrolling at B.C.C.:

Would Discourage	Would Possibly Discourage	N=415 to 430 (number completing last 6 items)
30%	9%	cost
26%	4%	concern for safety in neighborhood
24%	5%	need to work
18%	4%	safety on campus
16%	2%	do not know much about the college
13%	3%	need for child care
13%	2%	transportation - inconvenient location
11%	4%	quality of education at B.C.C.
11%	2%	poor H. S. preparation
8%	3%	educational level of B.C.C. students
5%	2%	too old - too late
4%	1%	English language difficulty
8%	2%	other reasons

Note: The above percentages sum to a figure greater than 100% since interviewees were allowed to endorse any of the above reasons.

B 24. Observations:

1. A lack of knowledge about B.C.C. would discourage a higher proportion of persons under 25 years of age, in comparison to older people. Whites and hispanics would be more likely to be discouraged than blacks.

2. Inconvenience of location would discourage a higher proportion of females and whites, than their comparison groups.

3. Child care needs would discourage a higher proportion of the 25 to 39 year age group, females, marrieds, and hispanics, in comparison with other groups.

4. The need to work would discourage higher proportions of persons under 25 years of age, males, and singles, in comparison with other groups.

5. Safety in the neighborhood would discourage higher proportions of persons over 24 years of age, females, marrieds, and whites, than people in other comparison groups.

6. English language difficulty would discourage higher proportions of hispanics than blacks or whites.

7. The educational level of B.C.C. students would discourage higher proportions of people under 25 years of age, singles, and hispanics than people in other comparison groups.

8. Safety on the campus would discourage higher proportions of females, and marrieds, than other comparison groups.

9. The quality of education at B.C.C. would discourage higher proportions of people under 25 years of age and hispanics than people in other comparison groups.

10. One's poor high school preparation would discourage higher proportions of hispanics and possibly blacks, than whites.

11. The feeling that one is too old or that it is too late would discourage higher proportions of people over 34 years of age, and whites, than people in comparison groups.

12. Cost is important as a possible discouraging factor for all age and marital groups, but is somewhat of a more significant factor for females and blacks, than for males, hispanics or whites (though differences are not marked).

B 25. If you could get the necessary education or training, what job would you like to have 3 or 4 years from now?

Of N=313

26%	indicated	interest in	business related	jobs
8%	"	"	health related	"
15%	"	"	nursing	"
18%	"	"	science & technology	"
3%	"	"	humanities - arts	"
13%	"	"	social science - service	"
5%	"	"	education	"
7%	"	"	secretarial	"
6%	"	"	other	"

Observations:

1. Interviewees under 25 are more interested in business related jobs than interviewees over 24.

2. Older interviewees are more interested in humanities, arts, social science and social service jobs than younger interviewees.

3. Females are more interested in nursing and education than males, and males are more interested in science and technology than females.

4. Singles are more interested than marrieds in health related jobs and science and technology. The reverse is true for nursing, social science - service jobs and education.

5. Hispanics and whites are more interested in health related jobs than blacks; blacks and hispanics are more interested in nursing than whites.

B 26A. Do you now have a job?

N=408

73% of those interviewed were employed

27% of those interviewed were not employed

Observations:

1. Interviewees over 24 tend to have a higher rate of employment than younger age groups.

2. Males show a higher rate of employment than females.

3. No significant difference is apparent in employment rates of singles and marrieds.

4. Blacks (36%) and hispanics (25%) show higher nonemployment rates than whites (21%).

B. 26A. Do you now have a job? Yes. Is there anything BCC could offer which would help you move ahead on your job, or help you get a better job?
(actual responses)

Typing

Retirement of Self

Nurses' Aide

Writer

Secretarial

Well prepared for credit courses

Language.

Medical Sec.

Editorial

Electronics

Soc.Studies

All courses

Computer

Typing

Machinst

Anythin in Bus. Ad.

More accounting

Power engineering

English

Management'

Music

Sec. Studies

Electroncs

Nursing

Pharmacy

Merchandising

Management

Accounting

Business

Legal terminology

Nursing courses

Nursing

Accounting

Computer Prog.

Education

Bus. English

Teaching profession

Ami (sic)

Business

Law

Management

Interior Decorating

Business Courses

Clerical

Social Science

Managment

Business

Accounting

Electronics

School will help all persons

Communications & Bus. Adm. Englsih

Real Estate, Bookkeeping

B. 26A. Do you now have a job? Yes. Is there anything BCC could offer which would help you move ahead on your job, or help you get a better job? (actual responses) 25

Typing, secretarial

Nursing

Liberal Arts

Lab work

Education

Business

Accounting

Business

Teaching courses

Civil Service Training

Shorthand

Management

Auto mechanics

Writing common English

More language

Computer Science

Clerical

Law

Education

B. 26B. Do you now have a job? "No". Is there anything this college could offer which would help you get a job?
(actual responses)

Home-help aid

Nursing

A part time job

Internship programs

Business

In Keypunch

Math

Child care facility

Part time, if the course was practical

Church organ piano

Mechanics

Refrigeration

To teach

Social Work

Art courses

Social Worker

Accounting, Bookkeeping Computers

Training

Computer courses

Medical Stenography

English

Training in Accounting

Education courses and Literature courses in Spanish

Brouche

Training

Easier courses

Psychology

Administration Field

Nursing or Secretarial courses

In Nursing

Computer Engineer

Computer Science

Designer

Issues on any College (sic)

More Education Credits

Secretarial

If these courses were offered:

71% would take them at B.C.C.; 29% would not. Older interviewees, marrieds, and whites would be less inclined to take courses at B.C.C. than comparison groups.

B 31. What is your main method of travel in the city?

N = 419

Car	26%
Bus	30%
Subway	44%

Observations:

1. No significant age differences are seen except in a tendency for higher proportions of people in the 20-24 year old age group to use subways.

2. A higher proportion of males than females use automobiles, while a higher proportion of females than males use buses.

3. A higher proportion of marrieds than singles use automobiles, while a higher proportion of singles than marrieds use subways.

4. A higher proportion of whites than blacks or hispanics use automobiles, while a higher proportion of blacks and hispanics than whites use subways.

B 32. FAVORITE RADIO STATIONS

Station	N	p
BLS	126	.29
KTU	60	.14
PAT	12	.03
WHN	9	.02
CBC	15	.03
ABC	23	.05
NEW	20	.05
NBC	21	.05
RVR	22	.05
PLJ	13	.03
OTHERS	109	.25
	430	.99

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